



NEWS RELEASE

## Ameriprise Financial Announces \$6.4 Million Pledge to Nonprofits Through Annual Giving Campaign

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Company contributed an additional \$3 million in grants to nonprofits dedicated to serving basic needs, strengthening communities and supporting volunteerism

MINNEAPOLIS--(BUSINESS WIRE)-- Continuing a long tradition of philanthropy, Ameriprise Financial, Inc. (NYSE: AMP), together with its employees and advisors, pledged a record-breaking \$6.4 million in 2012 to more than 4,600 nonprofits around the world. Ameriprise also awarded \$3 million to nonprofits through grants under the company's three strategic funding platforms: Meeting Basic Needs, Supporting Community Vitality and Volunteer Driven Causes.

### Annual giving campaign's 77 percent participation rate far exceeds average

Participation in the Ameriprise annual giving campaign reached an all-time high with 77 percent of U.S.-based employees and advisors pledging donations, compared to a median of 47 percent at companies with workplace giving campaigns.<sup>1</sup> The company conducts an "open" campaign, giving employees and advisors the flexibility to designate their contributions to any eligible nonprofit organization or one of the company's featured partners: Community Health Charities, EarthShare, Feeding America, Global Impact and the United Way. Contributions will be distributed to nonprofits throughout 2013.

"Nothing makes me prouder than watching our employees and advisors rally together in support of nonprofit organizations whose missions they believe in," said Brian Pietsch, head of community relations at Ameriprise. "Their generosity and enthusiasm for volunteerism is incredible. With our giving campaign, we've found a way to tap this great energy for the benefit of thousands of nonprofits, many of which help the most vulnerable and in-need

members of our communities.”

## Grants program also driven by employee and advisor nonprofit involvement

Ameriprise Financial seeks to help fund nonprofits that have real connections to its people and their communities. In 2012, the company awarded grants to nearly 200 organizations from across the country. Highlights from the year include:

- Supporting the Pine Street Inn, an innovative leader in the fight to end homelessness, which serves 1,600 individuals each day in the greater Boston area. Funding from Ameriprise will assist programs including an emergency shelter, workforce development, permanent supportive housing and a recently opened transitional housing program dedicated to veterans.
- Providing funding for the Green Bay Symphony Orchestra, which opens its doors to nearly 1,400 Green Bay Area sixth grade students every year through its Music for a Great City program.
- Pledging financial support for Three Square, a Feeding America member food bank in Las Vegas serving nearly 100,000 individuals in need of nutrition assistance each month. Donations from Ameriprise will benefit Three Square’s 600 Program Partners in Southern Nevada, including food pantries, soup kitchens, shelters, and programs for senior citizens and children.

Ameriprise Financial is currently accepting grant applications for 2013 funding. The upcoming application deadline is May 15, 2013.

## Other 2012 Community Giving Highlights

In addition to its giving campaign and grant donations, Ameriprise helped organize more than 50,000 volunteer hours in 2012. In November, the company orchestrated its third annual national day of service, with a record-breaking 9,000 volunteers in nearly all 50 states helping more than 350 hunger relief organizations repack bulk food items, assemble holiday meal packages and stock their warehouses.

## About Ameriprise Financial Community Relations

Ameriprise Financial is dedicated to using the firm’s resources and talents to improve the lives of individuals and build strong communities. Through grantmaking, volunteerism and employee and advisor gift matching programs, the company supports a diverse group of over 5,000 nonprofits across the country.

## About Ameriprise Financial

At Ameriprise Financial, we have been helping people feel confident about their financial future for over 115 years. With a network of 10,000 financial advisors and outstanding asset management, advisory and insurance capabilities, we have the strength and expertise to serve the full range of consumer financial needs. For more

information, or to find an Ameriprise financial advisor, visit [ameriprise.com](http://ameriprise.com).

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<sup>1</sup> Committee Encouraging Corporate Philanthropy • Median percentage of employees participating in workplace giving campaigns in 2011: 47% (N=18), [www.corporatephilanthropy.com](http://www.corporatephilanthropy.com)

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